

Change of ownership in Qliro Group

Press release, Stockholm, 11 June 2020

Qliro Group AB (publ) ("Qliro Group") today announced that the company has been informed that Qliro Group's two largest shareholders, Kinnevik and Rite Ventures, have agreed that Rite Ventures shall acquire 36,021,945 shares in Qliro Group, corresponding to 23.2% of the shares in Qliro Group, from Kinnevik. The transaction is conditional upon approval by the Swedish Financial Supervisory Authority, which is expected during the third quarter 2020. Following completion of the transaction, Rite Ventures will be the largest shareholder in Qliro Group, holding 29.9% of the shares in Qliro Group.

"This transaction does not affect the previously communicated plan to dismantle Qliro Group", says Christoffer Häggblom, Chairman of the Board of Qliro Group and Managing Partner of Rite Ventures.

Qliro Group has also been informed that Kinnevik, that has been the largest shareholder in Qliro Group since the listing of the company on Nasdaq Stockholm in 2010, in connection with the transaction with Rite Ventures also may divest its remaining holding in Qliro Group of approx. 4% of the shares, through an exchange offer to the shareholders in MatHem i Sverige AB.

For further information, please see the press release issued by Kinnevik at www.kinnevik.com.

For more information

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About Qliro Group

Qliro Group is a leading Nordic e-commerce group in consumer goods and related financial services. Qliro Group operates the leading Nordic marketplace CDON, the online fashion brand Nelly.com and Qliro AB that offers financial services to merchants and consumers. In 2019 the Group had sales of SEK 2.9 billion. Qliro Group's shares are listed on the Nasdaq Stockholm Mid-Cap segment under the ticker symbol QLRO.